

# Research on Innovative Measures for Integrating Red Culture into the Organizational Life of College Student Party Branches

Cong Liu

Changsha Normal University, Changsha 410100, China.

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**Abstract:** As an important part of China's characteristic socialist culture, red culture contains the patriotic feelings and cultural self-confidence of thousands of people, and has a high educational value in the party building work of colleges and universities. Integrating red culture into the organizational life of student party branches in colleges and universities can not only better inherit and carry forward the red culture, but also improve the ideological and political level of student party members and enable them to establish correct three views. Based on this, this paper explores and analyzes the innovative measures of integrating red culture into the organizational life of college student party branches, in order to provide valuable reference opinions for educators and realize the great goal of the Chinese dream as soon as possible.

**Keywords:** Red Culture; College Students; Party Organization Life; Innovative Measures

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## Introduction

The life of the party organization is an important guarantee for the advanced nature, purity and combat effectiveness of the party, and can effectively improve the quality level of party members. It is the same as the red culture in terms of connotation and value orientation. However, at present, the current situation of integrating red culture into the party organization life of college students is not very good, such as the low enthusiasm of party members, the low interest of organizational life, and the poor effectiveness, which have limited the development of college students to a certain extent. To this end, it is necessary for colleges and universities and teachers to comply with the requirements of the development of the times, combine with the actual situation of students, and innovate the measures to integrate red culture into the life of the party branch, so as to create a good atmosphere for party building in colleges and universities and further improve the ideological literacy level of college students.

### 1. The meaning of red culture

Red culture, that is, in the process of leading the grassroots people of the Communist Party of China to carry out the proletarian revolution, formed a cultural resource with both historical depth and political implications, and its emergence and development are closely related to the Communist Party, such as the red flag of Jinggangshan and the red boat of Nanhu. It can be seen from this that the red culture is a very special historical product, which is inseparable from the revolutionary war, and it has played a very good guiding role in the construction of socialist culture with Chinese characteristics. In addition, red culture is also an important product associated with the times, and its characteristics will be different in different historical periods, and a large number of war relics and red spirits have emerged, such as the spirit of the Long March, the spirit of manned spaceflight, and so on <sup>[1]</sup>.

### 2. Innovative measures for integrating red culture into the organizational life of student party branches in colleges and universities

At this stage, in the context of the new era, more and more attention has been paid to the party building work in colleges and universities. Among them, as the main way to improve the ideological literacy of party members and students, colleges and universities and teachers should pay more attention to the development requirements of the times, according to the interests and characteristics of different party members and students, and reasonably integrate the red culture into the organizational life of the party branch of college students, and innovate and optimize it, so as to give full play to the value and role of red culture in educating people, and promote the inheritance and development of red culture. To this end, the following is a detailed analysis of the innovative measures for integrating red culture into the organizational life of college student party branches.

## **2.1 Explore new forms of organizational life**

In order to better integrate the red culture into the organizational life of the party branch of college students, colleges and universities and teachers should take reasonable measures to innovate them according to the requirements of the development of the times, according to the characteristics of different party members and students and the status quo of the single form of party branch organizational life, so as to optimize the learning mode of party building while mobilizing the learning enthusiasm and initiative of party members and students, so as to further improve the learning effect and lay a good foundation for their future development and progress. At the same time, in the context of rapid social and economic development and the continuous improvement of Internet technology, universities and teachers should also change the single and boring learning mode in the past on the basis of fully understanding network technology and platforms, and reasonably use new media such as WeChat official account and Weibo to innovate the organizational life mode of the party branch, so that party members and students can learn red cultural resources on the network platform anytime and anywhere, so as to further promote the mutual integration between red culture and the organizational life of college students' party branches <sup>[2]</sup>.

## **2.2 Establish a new platform for organizational life**

Whether it is the development of the organizational life of the party branch or the integration of red culture into the organizational life of the party branch of colleges and universities, it is inseparable from the effective support of the position of colleges and universities. In order to better integrate the two and improve the ideological quality of party members and students, colleges and universities and teachers should combine the requirements of the development of the times, based on the premise of party building, constantly optimize and innovate the existing organizational life model, and establish a new platform for diverse and three-dimensional organizational life. It should be noted that colleges and universities and teachers should break through the previous site restrictions and offline platform restrictions, strengthen cooperation with the government and social forces, and use Internet technology to expand the red cultural cyberspace, so as to strengthen the connection between inside and outside the school, online and offline, and create different new party building positions such as network positions, so as to further improve the red culture learning effect of party members and students, and promote them to achieve all-round development.

## **2.3 Integrate new materials for organizational life**

In order to promote the organic integration of red culture and the organizational life of college student party branches, in addition to exploring new forms and establishing new platforms, colleges and universities and teachers should also strengthen the collection and integration of red cultural materials, so as to provide students with more interesting and rich new materials. To this end, measures can be taken from the following aspects: first, according to the age, interests, majors and learning needs of college students, explore and excavate red cultural resources suitable for party members and students, and integrate thoughtful and valuable content into the organizational life of the party branch, so as to effectively improve the quality and effect of students' learning. Second, according to the learning style and entertainment mode of college students, the red cultural resources should be integrated and processed in the form, and the Internet technology and network platform should be reasonably used to disseminate them, so as to improve the communication efficiency and effect of red culture, and enhance the acceptance of college students, so as to cultivate more high-quality talents for the society. Third, college teachers should update their educational concepts according to the requirements of the development of the times, abandon the previous indoctrination education model, reasonably innovate the use of red cultural resources, use WeChat, Weibo and other platforms to increase the interaction and communication between students, and actively guide students to learn red culture, which can not only establish a good teacher-student relationship and improve the learning effect, but also promote the inheritance and development of red culture and promote the all-round development of college students <sup>[3]</sup>.

## **Conclusion**

Through the research of the above articles, it can be known that the innovative measures of integrating red culture into the organizational life of college student party branches play an irreplaceable and important role. Among them, as a valuable spiritual wealth and party

building resource, red culture is integrated into the organizational life of college student party branches, which is of great significance for the development of socialism and the realization of the Chinese dream. As an important talent force to promote the development of the country and society, colleges and universities and teachers should increase the importance of party members and students, and formulate innovative measures for integrating red culture into the organizational life of the party branch in combination with the requirements of the development of the times, such as exploring new forms of organizational life, establishing new platforms for organizational life, and integrating new materials for organizational life, so as to give full play to the value and role of red culture at the same time, help college students establish correct ideological and political concepts, so as to promote the development of socialism in a good direction.

## References

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